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**I N S I D E :** Presidents Pfau, Evans and  
Karnig on how they grew  
a college  
pages 8, 10, 12

Alumni tell CSUSB  
stories from days  
gone by  
page 27

Cal State  
**SB**  
SAN BERNARDINO  
MAGAZINE

Once upon  
some hills

40<sup>th</sup>  
CSUSB  
ANNIVERSARY

Volume 14 Issue 1  
Fall/Winter 2005-06

News for  
Alumni and  
Friends  
of the  
University

SPECIAL FORTIETH ANNIVERSARY ISSUE



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Cal State San Bernardino Magazine is published by the Office of University Advancement at California State University, San Bernardino for alumni, friends, parents and colleagues. It is produced twice annually in the fall and spring quarters.

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**San Bernardino, CA**  
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Good quality color photographs are welcome. Polaroids or photographs printed on textured paper are not accepted.

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**Cal State**  
**SB**  
**SAN BERNARDINO**  
**MAGAZINE**

Volume 14 Issue 1  
 Fall/Winter 2005-06

News for  
 Alumni and  
 Friends  
 of the  
 University





*Pfau's early days*  
(page 8)



*Evans' young college*  
(page 10)



*Karnig's strategy*  
(page 12)

On San Bernardino's north side, in a remote area full of wildlife, vineyards and brush, the California State College-University system opened a college in 1965. This special 40th anniversary issue takes a closer look at Cal State San Bernardino's roots, indigenous plants, and how the ivy climbed at CSUSB. (Page 14)

On the cover: The photograph from Sept. 20, 1965, ran on the cover of a 48-page supplement to the San Bernardino Daily Sun and Evening Telegram. Of the more than 400 acres owned by the new campus, 13 acres had been developed with these three original buildings, which today house administrative offices. The supplement said at the time, "The structures, in the long-range terminology of the planners, are temporary, but temporary is a relative term." They were built for \$1 million, and were expected to last 50 years.

## Features

### Update Feature \_\_\_\_\_ 2

Since 1987 CSUSB's student population has about doubled to almost 17,000. The university is expected to add another 10,000 more students by the year 2020. What is CSUSB doing to prepare?

### Contributions Feature \_\_\_\_\_ 20

Six stories on those who have made a difference by giving in different ways

### Athletics Feature \_\_\_\_\_ 24

Tom Burleson is CSUSB's part-time women's cross country coach. But don't think his "limited" employment status says anything about his stature

### Alumni Feature \_\_\_\_\_ 27

As the university dives into a year of events for its 40th anniversary, alumni remember — in their own words — mountain lions, coyotes and hares, the campus's desert look, professors, protests and, sure, just a little bit of wind

## Departments

### Update \_\_\_\_\_ 2

Chemistry major Dwain McConnell is the third CSUSB student to earn a \$25,000 UNCF-Merck scholarship

### College News \_\_\_\_\_ 5

Several Coachella Valley cities have approved large donations that will go toward the completion of the third building at the Palm Desert Campus

### Presidents' Reflections \_\_\_\_\_ 8-13

CSUSB's three presidents — Pfau, Evans and Karnig — have brought their own personalities and philosophies to their leadership roles. Here they write of the challenges, triumphs and changes their administrations have faced during their days as a maturing college's chief leader

### Contributions \_\_\_\_\_ 20

The Honor Roll of Donors

### Pack Tracks \_\_\_\_\_ 24

It's golf for fun. It's golf for fund raising. It's the annual Dave Stockton Coyote Golf Classic

### Alumni Advantage \_\_\_\_\_ 27

The first four alumni scholars have graduated

### Calendar \_\_\_\_\_ back cover

May 6 is the date for the big 40th Anniversary Gala, which is one of many special events being held throughout the year

# The Tool Up for 30,000

**W**hile California's budget has slowed college enrollment growth over the past few years, everyone knows it won't last. Once the state's finances recover, the student population will explode again. Think extensive capital building program.

At least 10 major construction projects are in the works or recently completed at the university and its satellite Palm Desert Campus. Five are in or nearing the construction phase. The combined cost for the projects is about \$200 million. All of it has been earmarked for construction through state bonds approved by California voters, private funds or campus fees voted upon and approved by the CSUSB student body. "Even with the temporary slowdown on enrollment growth, our campus will soon be among the nation's fastest growing universities once again," CSUSB President Albert Karnig says. "Our rapid population growth is inevitable, so it is critical that we be responsible and plan for the time when annual enrollment eventually tops 30,000 students."

For the moment, however, enrollment stands at 16,200. It should reach 20,000 by the end of the decade. And so diverse is the student population that no majority ethnic group exists on campus.

"The greater San Bernardino and Riverside county region is among the fastest growing in the United States," notes David DeMauro, CSUSB vice president of administration and finance. "The university is in dire need of these and other facilities to serve the higher education needs of the region's rapidly expanding population." The Chemical Sciences Building, biological and physical sciences buildings remodel, the Santos Manuel Student Union expansion, a new recreation center, and a new \$50 million College of Education building are among the major projects winding up completion or about to get underway in the next several months.

## **Chemical Sciences Building**

Just completed, the new chemical sciences building adds 37,500 square feet for the College of Natural Sciences with new high-tech classrooms and labs. It also will include a natural sciences museum featur-

ing teaching-oriented displays such as fossils, minerals and collections of animal and plant specimens.

The remodeling of the biological sciences and physical sciences buildings and animal/greenhouse complex now follows the chemical sciences project. The remodel will correct functionally obsolete instructional space and update the building with current laboratory design guidelines and building codes. More than 37,700 square feet of space will be redesigned, including lecture areas, science labs and faculty offices. Construction is tentatively scheduled to begin before the end of the year. The total cost of the remodel will be about \$21 million. Voters approved the annex and remodeling projects as parts of two separate education bond measures, while a third bond issue was approved to designate funds for desks, computers, furniture and other equipment for the annex.

## **Santos Manuel Student Union**

Workers are just putting the finishing touches to the Santos Manuel Student Union. With this latest expansion the

## In a Home Frame of Mind

By this time you'd think that the College of Education would be feeling a little left out. New homes have been popping up everywhere and old homes have been getting facelifts. Yet COE professors and students have been visiting, as it were, in other folks' homes, living in this building and that, scattered about campus for years.

But not for long. After years of planning, COE is finally getting a home to call its own. With groundbreaking set for early next year, the \$50 million structure will house a program that has consistently ranked among the leaders in the California State University system and is one of the major providers of teachers in the inland region and surrounding areas.

The need for the building has been magnified by the increasing shortage of teachers in the state. The new building will cover 135,000 square feet and become one of the largest structures on campus. It will be built across from the John M. Pfau Library in the east part of the university, where temporary classrooms now sit. The new building will also be home to the university's recently created College of Education Literacy Center. Funds for the building came from the passage in March 2004 of Proposition 55, the \$12.3 billion statewide school repair and construction bond.



## Right Chemistry

By Sandra Guerrero

For the third time in six years, a Cal State San Bernardino student has been awarded a highly competitive \$25,000 Merck Scholarship. Dwain McConnell, a resident of Bloomington but originally from Altadena, is one of only 15 undergraduates nationwide to receive the 2005 award.

McConnell's scholarship consists of \$25,000 that goes toward tuition, two 10- to 12-week internships with Merck, and a \$5,000 stipend. The CSUSB chemistry department also receives \$10,000 for future research projects. Back now from New Jersey after completing his summer internship, McConnell worked in Merck's immunology department researching osteoarthritis. A junior in chemistry/biochemistry and chemical engineering, McConnell hopes to earn a Ph.D. in chemical engineering.

The United Negro College Fund and Merck Laboratories have partnered to give 37 awards annually. The program looks to increase the number of African Americans in the science and research fields.

McConnell applied for the UNCF/Merck scholarship while working in the McNair Program at the university. The program encourages students to pursue doctoral degrees. It also provides students with an opportunity to do research projects, attend seminars and workshops and be mentored.

Kimberley Cousins, his mentor and a CSUSB professor in chemistry, and Roy Ramon, the director of the McNair Program at CSUSB, say McConnell is a non-traditional student. "He decided to come back to school for a challenge," says Cousins, "and supported himself by working."

In Ramon's experience, "Dwain is probably one of the most focused students I have ever worked with in the McNair Scholars Program," he says.

"Dwain has great potential," says

Cousins, who was the director of his research project on green synthesis. "He was very curious and would ask questions. He works hard at everything."



Dwain McConnell



**OF ROOM AND CLASSROOMS** — *With education being the single largest area of study for CSUSB students, the College of Education is preparing to meet the rising, critical need for teachers.*

union has doubled its size to more than 83,000 square feet, providing larger dining areas with more restaurant choices; more office space for student clubs and organizations; additional space for the Cross Cultural Center, Women's Resource Center and Adult Re-Entry Center; a 200-seat theatre for films, concerts and speakers; meeting rooms; student lounges; and retail space. The courtyard is covered to create a grand lobby, lounge and circulation space. In March 2001, Cal State San Bernardino students voted to increase campus fees for students to expand the student union and construct a recreation center. Along with student fees, it is being funded through a \$3 million gift from the San Manuel Band of Mission Indians.

### Student Recreation and Fitness Center

Construction started this year on a new 37,000-square-foot student recreation and fitness center. Located on old outdoor tennis courts next to the parking lot near Coussoulis Arena, the recreation and fitness center will feature a weight room, basketball court, fitness rooms, a climbing wall, locker rooms and administrative offices.

### Office of Technology Transfer and Commercialization

More than 2,500 square feet of office space has been added adjacent to the university's Foundation Building to accom-

modate the Office of Technology Transfer and Commercialization (OTTC).

### College of Education

In March 2004, California voters approved Proposition 55, the \$12.3 billion statewide school repair and construction bond, which paves the way for construction of a \$50 million building to house CSUSB's College of Education. The new building will be one of the largest on campus, covering 135,000 square feet with lecture and lab space and faculty offices for the college. Construction is tentatively scheduled to begin early in 2006, with a tentative completion date of August 2007. Along with the education building, the project will include the completion of a new perimeter road that encircles the campus, connecting it with the existing Northpark Boulevard and Coyote Drive.

### Parking Structures/Parking Services Building

Also set along the perimeter road will be two four-level parking structures, each accommodating 750 spaces. The structures will be located in high-traffic areas near the Coussoulis Arena and the Robert V. Fullerton Art Museum. Still in the planning stages, building is tentatively slated to begin in spring 2006 and conclude in summer 2007. The project also will include a 7,500-square-foot parking services building.



## Drs. Bing and Jack

Both are known names locally in the food industry, but food is not the lone connection between longtime businessmen Bing Wong and Jack Brown. In 1963, with Brown still green behind the ears, one of Wong's scholarships went to the San Bernardino High School student. This past June, both received honorary doctorates from Cal State San Bernardino during Commencement ceremonies.

It wasn't necessarily the scholarship that launched Brown's career in the grocery business, but he remembers the scholarship, and you can't help but wonder if years later Wong's model influenced Brown, now the CEO, president and chairman of the board for Stater Bros. Markets.

An immigrant to the United States from China, Wong has supported local education through scholarships in the public school system. After becoming a successful restaurateur, he established the Bing S. Wong Scholarship Foundation in 1963, creating several annual high school scholarships and an incentive program. Now reaching the broader K-12 level, the foundation has awarded more than \$500,000 to nearly

500 outstanding students from the San Bernardino City Unified School District. Today, 80 kindergarteners and 16 middle school students are chosen each year in the district as Bing Wong Scholars.

A native of San Bernardino, Brown has, over many years, helped hundreds of students through scholarships and mentoring. He has served Stater Bros. Markets as president for 27 years and chairman of the board for 19. He has built the company into Southern California's only locally owned supermarket chain, as well as one of the largest in America, and the Inland Empire's only locally based Forbes "Fortune 500" corporation.

Brown also is an adjunct professor in Cal State San Bernardino's College of Business and Public Administration, and a mentor for students at his high school alma mater. His \$1 million contribution toward construction of the business building was the largest cash gift at the time, and led to the structure being named after him. He also founded the Rose Brown Scholarship program, named after his mother, and is a supporter of college scholarships for Stater Bros. employees.



Bing Wong



Jack Brown

About 500 guests entered its doors and imagined what marvelous history lay ahead. That was Sept. 25, 1995, and they had just cut the ribbon on Coussoulis Arena. Ten years later, the arena is that gracious host, a repository of memories, of six straight men's CCAA basketball titles punctuated twice by crowns as Western Region champs, of three CCAA titles in women's volleyball and two regional titles, of its first special concert in March 1996 when the U.S. Army Field Band and Soldiers' Chorus sang before 2,876. And then there was Gallagher, and Maya, and Weird Al and sometimes weirder World Wrestling, and Sesame Street and the Globetrotters, Sugar Ray and Poncho Sanchez, and the women's volleyball teams from the U.S. and China in a pre-Olympic warm-up. These were just a handful of the headliners. Ten years. Almost 770 events. More than 76,000 spectators. More memories than can be counted.

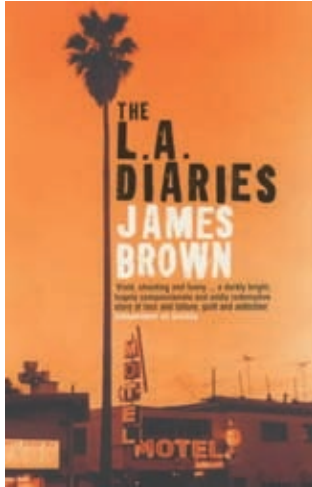
## Three Cheers





## ARTS &amp; LETTERS

Eri Yasuhara, dean

LONDON LOVES  
'L.A. DIARIES'

Following its recognition as one of the "Best Books of the Year" in London, James Brown's, "The Los Angeles Diaries," is now in its second printing in Great Britain. The Cal State San Bernardino English professor's book was released in German in March after reviews in London's *The Guardian* and the *Irish News* in Belfast.

Published in 2003, "LA Diaries" is Brown's memoir. His relatively peaceful life growing up in California took some twisted turns following arson

committed by his mother, his own drug addiction, alcoholism, the loss of family members to suicide, his life as a writer and the eventual dissolution of his first marriage. Writer Nicholas Lezard reviewed the book in *The Guardian*, somewhat skeptical of an "addict's memoir." But the way Brown tells his story, compellingly, "in that spare, not-a-word-wasted way which Americans are so good at," sold Lezard.

BUSINESS & PUBLIC  
ADMINISTRATION

Karen Dill Bowerman, dean

MINDING THEIR  
OWN BUSINESS

Just two months shy of its two-year anniversary, the College of Business and Public Administration's Inland Empire Women's Business Center is helping women business owners – or those aspiring to be one – think through the challenges inherent in entrepreneurship.

The center has in the past year served more than 1,120 people, helped start five businesses, assisted 61 existing businesses and helped in the completion of nearly 30 business and marketing plans. Recently, the program opened the Inland Women's Business Center Resource Center to help families with young children get a boost in starting their own businesses.

A program of the CBPA's Inland Empire Center for Entrepreneurship in partnership with the U.S. Small Business Administration, the center provides business counseling, training and mentoring. Maintaining profits, finding good employees, managing cash flow, the economy, government business laws and access to technology are among the topics the center addresses. The program also provides services to Latina business owners in English and Spanish. It also has a part-time outreach office in Corona.

## PAST PRESERVATIONS

The ancient Egyptian artifacts held ever-so gently in CSUSB's art museum are getting some extra attention. "Keeping the shape, conservation and security of these precious artifacts is our main priority," says Eva Kirsch, director of the Robert V. Fullerton Art Museum. What will smooth out the museum's efforts here is a \$5,000 grant from the National Endowment for the Humanities. The grant was given to hire a curator to assist in preserving and storing this world-class collection. The timing was perfect. The museum opens its "Predynastic Egyptian" exhibit this September.



*Black-topped Jars, Nile Silt,  
Egypt, Predynastic Period,  
Nagada I-II, c. 3900-3200 B.C.*



## WHAT A LITTLE JAMAICAN CHICKEN WON'T DO



**NEW KITCHEN** — Andrew Pacheco (far left), who learned Jamaican-style cooking from a Jamaican chef, served up impressive dishes with his partner Vincent Martinez (far right) during a class with Eric Newman (middle), an assistant professor of marketing.

A love for cooking mixed with business and marketing savvy are two essential ingredients to start a new business in the food industry. This is a recipe that Cal State San Bernardino graduate Andrew Pacheco has made a reality. With bachelor's degrees in accounting, finances, financial planning and real estate, Pacheco recently started his own catering and entertainment business.

"Blazing Chefs and Entertainment Company" handles everything from catering full meals and setting up backgrounds to limousine and DJ service. Pacheco's company, based in Corona, serves all types of dishes, with an emphasis on Hawaiian, Jamaican and Caribbean meals.

Last May, Pacheco and his partner, Vincent Martinez, got a boost to their business while doing a presentation for a marketing planning and strategy class at CSUSB. Although their assignment was only to come up with two new food items for the Inland Empire 66ers "skybox holders" menu, Pacheco and Martinez did a full demonstration of their catering capabilities. Pacheco prepared Jamaican-style chicken and fish dishes in front of an audience. Their demonstration was such a hit that it earned them a private catering contract right in class and a future demonstration at the 66ers' facility. Last word was that Pacheco also was negotiating with the Dodgers and Nextel.

— Greg Gaumer

## EDUCATION

Patricia Arlin, dean

## FAST-GROWING PROFESSION

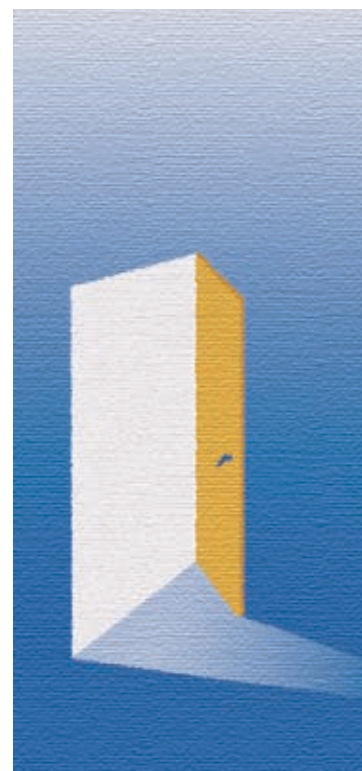
A \$599,999 long-term training grant in rehabilitation counseling has been awarded to CSUSB's rehabilitation counseling master's program. The award comes from the Rehabilitation Services

Administration of the U.S. Department of Education. The grant will provide competitive scholarship opportunities for full tuition and stipends to qualified students enrolled in the master's or certificate programs in rehabilitation counseling.

Students often pursue graduate work in rehabilitation counseling to provide counseling and vocational services to people with disabilities. According to U.S. News and World Report, rehabilitation counseling is one of the 10 fastest growing professions. "With the advances in medical technology, people are living longer, and with population growth the need for this profession is even greater," says Margaret Cooney, professor of educational psychology and counseling and project director for the long-term training grant. Students who graduate from the program will be eligible to take the national Certified Rehabilitation Counseling Examination. "Passing the exam will give students the opportunity to work anywhere in the United States," says Cooney. The Council on Rehabilitation Education accredits the CSUSB rehabilitation-counseling program.

## NATURAL SCIENCES

Robert Carlson, dean



## A DOOR TO PUBLIC HEALTH

This fall CSUSB's department of health science and human ecology broke out its new master's degree program in public health. The curriculum's foundation is in the five core areas of public health: health status and determinants of health, statistics, epidemiology, environmental and occupational health, and health systems organization and delivery.

Courses are taken in sequence so students can complete the degree in two years. The program will initially offer a concentration in community health education, with additional concentrations in community nutrition and environmental health to be added in the future.

## CEMENTING THE BOND

A vision for a new state-of-the-art observatory at Cal State San Bernardino has taken a large step to reality with a recent \$200,000 gift from California Portland Cement Company (CPC).

"California Portland Cement Company's gift is crucial for the construction of the observatory, because it represents more than 10 percent of the cost for construction," said Robert Carlson, dean of

CSUSB's College of Natural Sciences. The project's first phase total cost is \$1.8 million. The company's gift and the \$600,000 challenge grant from the Keck Foundation sets the project fundraising close to its halfway point of its goal, Carlson said.

"California Portland Cement has supported California State University, San Bernardino for many years through funding of scholarships," said Jim Repman, president and chief executive officer of CPCC. "This project will not only benefit the university, but all those individuals and groups that will have access to the telescopes at the university's observatory."

The observatory will include two towers which will each house a telescope, one for daylight use and one for night use. It will also include an observation deck, seating and classroom facilities, and will offer public viewing nights and special astronomy events for the community to attend.

## SOCIAL & BEHAVIORAL SCIENCES

*John Conley, dean*

### THE SOCIAL WORK VOID

The June 2005 Commencement recorded a little history when the first 16 students in the social work program received their bachelor's degrees. One more student is expected to graduate in December. The two-year social work program includes 480 hours of work experience in a social service agency.

Created in 2003, the program is the response to a shortage of social workers throughout California and the Inland Empire. The state Assembly's Human Services Committee found that the 1,800 social work graduates in California every year don't meet the increasing need for public human services in the state.

The program's first graduating class established a social work club, Future Social Workers in Action, and a newly established honor society, Mu Epsilon. Among their activities, club members raised money to help children in need and homeless families. More than half of the program's graduates have applied to graduate programs in social work.

## EXTENDED LEARNING

*Jeetendra Joshee, dean*

### FROM CONNECTICUT TO CALIFORNIA

Jeetendra (Jeet) Joshee is the new permanent dean for the College of Extended Learning. Joshee arrived from the University of Connecticut, where he served as assistant dean and associate professor for the College of Continuing Studies. At UConn



*Jeetendra Joshee*

he oversaw various degree credit programs, taught in and developed the International Culture Studies program and directed the Center for Professional Development and Conference Services.

At Cal State, he'll oversee the Extension Program, Open University, International Extension Programs, Contract Education and Conference Services. Joshee holds a master's degree from the School for International Training in Vermont and a master's and doctorate in international education from the University of Massachusetts, Amherst. He succeeds Susan Summers, who served as interim dean for the past three years, and who will continue as associate dean.

## DESERT WELCOME MAT

Twenty Taiwanese university students arrived in July to study the U.S. hospitality and tourism industry at CSUSB's Palm Desert Campus. The program includes lectures, English language for special purposes and field visits to various resort properties, thanks to a partnership with local Marriott resort managers.

## PALM DESERT CAMPUS

*Fred Jandt, dean*

### SCIENCE BOOSTERS

The Palm Desert Campus hopes to be ready to break ground next year on its third building — a health sciences complex that will house nursing and other allied health training.

"We're very pleased that the cities of Coachella, Indio, La Quinta, Palm Desert and Rancho Mirage, together with the Desert Healthcare District and private donors, have pledged \$8.5 million toward our \$12 million construction goal," said Dean Fred Jandt. "Several other cities and organizations are considering donations, and we hope to be ready to break ground next year."

The largest recent city contribution was Palm Desert's \$4.5 million, over three years. This gift is in addition to earlier Palm Desert cash and land contributions to the growing campus. The health sciences center will join the Indian Wells Center for Educational Excellence and the Mary Stuart Rogers Gateway Building to complete Phase I of the campus.





In February 1962 the newly created Board of Trustees of California State Colleges appointed me president of Riverside-San Bernardino College, shortly thereafter to be known as the California State College, San Bernardino. At that time, I was given the responsibility to hire new faculty and staff, find a site and develop academic and physical master plans. The college was to open in the fall of 1965.

One important development for San Bernardino was the Board of Trustees' decision to assign private architects to work with the college in site selection and building design. At each phase the plans were to be reviewed and approved by the board. The result was a beautiful 430-acre site with well-designed buildings.

The first broad guidelines for the new college curriculum were established by the Chancellor's Office and the Board of Trustees. In designing an academic master plan, the campus was to start with a series of majors in the humanities, natural sciences and social sciences as well as in business administration and teacher education. The Fischer Act added a further element to the original curriculum with new requirements for a California teaching credential. Each candidate had to earn a bachelor's degree in the liberal arts and complete a fifth year in teacher education. Working within these guidelines the faculty designed a curriculum that included a two-year general education component and a series of majors.

At the same time, the California Master Plan for Higher Education established new admission requirements. The top one-third of high school graduates were eligible, as were community college transfer students who had earned a grade point average of 2.0 or better.

The college opened in the fall of 1965 with 260 students and 30 faculty members who had been recruited from throughout the United States. The campus consisted of three concrete block buildings, which included the library, classrooms, faculty offices and cafeteria. Until the gym, tennis courts and swimming pool were completed, our "athletic facilities" consisted of two ping-pong tables at which students and faculty competed.

Standards were high at San Bernardino and students complained. Yet it was gratifying to hear from them after they graduated that they were glad they had had the experience. Many of the graduates were the first in their families to earn a college degree. By the 1970s so many relatives and friends came to Commencement that the 2,000-seat capacity of the gym could not accommodate everybody and the ceremony eventually had to be held outdoors.

In the early years a good deal of thought and effort was devoted to planning and equipping special facilities, such as the library, science buildings and the creative arts complex.

One of the major projects was the development of a balanced collection of books and journals. Fortunately, Art Nelson, the college librarian, discovered that the University of California library staff had developed such a list for three new campuses that were about to open. Art arranged to get a copy of that list from the university. All we had to pay was the cost of duplication. Purchasing and processing the books in time for the opening required a great deal of effort by the small library staff, but they finished the job on time. As a result San Bernardino had a 50,000-volume library collection on the day it opened.

The design and construction of the five-story library building took quite some time. Two floors were dedicated to classrooms and faculty offices. We were able to include features that were new to the state college system. Music listening rooms were added. Individual faculty offices were a major innovation. Throughout the state college system shared faculty offices had been the norm. It was not long before the campuses were clamoring for these features.

Shortly after the library opened we received a bomb threat that required us to evacuate the building amid considerable confusion. As a result I called an Administrative Council meeting to devise an emergency plan. As the meeting was about to begin there was a loud explosion in the anteroom of the conference room. Pandemonium reigned. There were eight popeyed people in that room. It turned out that an unopened coffee can had been left on a hotplate and blew up, sparks flying in all directions. Decorum was eventually restored and the group of eight nervous administrators went about its business.

The new science buildings were completed and furnished with state-of-the-art equipment. Designing the labs and compiling equipment lists were primarily the responsibility of professors Ralph Petrucci, James Crum, Gerald Scherba, Vice President Joe Thomas, and the building coordinator, Jim Urata. A few years later a visiting accreditation team member from the University of California at Berkeley remarked that San Bernardino undergraduate students had hands-on experience with lab equipment rarely available to their graduate students. The Creative Arts Building was designed under the guidance of professors Ron Barnes and Art Moorfield. The result of their work and that of their colleagues was that our students had magnificent facilities for theatre and music instruction and performances.

Student activities were promptly initiated by the first entering class. They formed the Associated Students and drew up a democratic constitution. Richard Bennecke was elected the first student body president. Not

long after students voted for a student fee to build a student union.

An Alumni Association was formed under the leadership of Lawrence Daniels. Subsequently, a serious effort was made to keep track of our graduates, knowing that this would be a help in future years.

From the beginning there was a good deal of local interest in the new college. An advisory board met regu-

larly with me. A surprising number of community members became "regulars" at student productions and musical performances.

"Tut Mania" touched off a minor crisis when an Egyptologist was invited to give a public lecture on King Tut in the 250-seat Recital Hall. The turnout was so overwhelming that many had to be turned away. Subsequently, three more lectures were scheduled, but admission was by ticket only. All three lectures were given to full houses.

The building of a fine new college was a vast and complex endeavor. In that regard I have been asked, "Of what are you most proud?" The answer comes easily to mind. This was not the work of one person. Rather it was due to the efforts of many talented and dedicated people. In retrospect my most important achievement over a period of 20 years was bringing together a first-rate faculty and staff to provide our students with an excellent learning experience.



*The liberal arts college*



# Early Days

*by John M. Pfau*

*president, 1962-1982*

*When John and Antreen Pfau arrived in San Bernardino in 1962, they were already familiar with high wind. The driving Santa Ana streams had long made the north side of San Bernardino a major thoroughfare, and the Pfaus were from the Windy City. Both graduates of the University of Chicago, the Pfaus believed not only in bringing to the new college campus good teachers, but in recruiting ranking academicians. It was a vision bound to reach beyond its years.*





Soon after my appointment in 1982, I undertook a series of program reviews that convinced me that my primary goal as the college's second president should be the continued development of a young and growing campus. My efforts were centered more on that goal than any other during my entire tenure.

In 1982, however, there was an unusual sense of urgency because California's economy was in deep recession and Governor Jerry Brown and several CSU trustees felt that small colleges like CSUSB were not cost effective and should be closed. The outgoing chancellor urged me during my interview not to continue my candidacy unless I thought I could handle the stress stemming from Cal State San Bernardino's uncertain future.

In subsequent discussions of the campus's future with CSU colleagues, the best advice I received was for CSUSB to focus less on being a small liberal arts college and more on becoming a comprehensive regional university for a needy and undereducated region. Such a redirection, they argued, followed more closely the state's master plan for higher education for CSU campuses but also was more politically correct.

Actually the San Bernardino campus had already abandoned its earlier emphasis on the liberal arts and for years had been moving toward a more comprehensive curriculum and mission. My major contribution would be to continue that process but only at a more accelerated pace.

The drive for expanded service to the region led to the creation of a more sophisticated outreach program to attract more students to the campus. Throughout the 1980s, no other campus program received more attention or resources, and soon enrollment increases were a dominant feature of campus life.

Enrollment growth resulted in the need for more facilities, faculty and staff. That many new buildings would soon be coming to the campus is a well-known story. Making so many quality faculty appointments each year, though, was the more daunting but exhilarating challenge. We were able to make some truly exemplary appointments, in part because few other universities in Southern California were in a similar recruiting mode.

To serve the region well also required more new academic programs, such as criminal justice, national security studies, communications and dietetics. Simultaneously, enrollment growth enabled established programs on campus to broaden and enrich their offerings, including many new graduate programs.

The addition of intercollegiate athletics and of sororities and fraternities for the students were other important achievements but were merely a part of the continued development of a young and growing campus. They brought more recognition to the university and thus complemented the university's broader mission.

The campus's first university advancement program under Judith Rymer's leadership increased the

college's presence throughout the region. Although some of my presidential colleagues thought I might get fired for creating this new and unauthorized program, it soon became a model for other CSU campuses. Vice President Rymer's pioneering leadership resulted in millions of dollars for campus programs and led to critical support of elected officials and stronger ties with the community and region.

The creation of a grants administration program in 1983 was another important step in the effort to expand the university's mission. It helped facilitate the acquisition of tens of millions of dollars in extra support for faculty development, quality programming and service to the region.

Still another key element of regional service was providing more courses off campus. Service to the Palm Springs area began in earnest in 1985 with the decision to offer degree programs there. Dean Catherine Gannon administered the first student registration at Palm Desert from the trunk of her car, an inauspicious beginning for a future satellite campus.

Successful service to a large and diverse region required the support of all university groups. For example, a good working relationship between the university administration and those employees represented by collective bargaining units helped make effective service to the region more attainable. The faculty unit could have filed a grievance over changed working conditions for its members but did not. The concept of expanded service to the region seemed to be a mutually acceptable goal of professional groups across the campus. As Fred Jandt would say, "It was a win-win situation."

Due to the explosion of K-12 student enrollments in the service area, the provision of new teachers became a very high priority for the university. What was needed, in my view, was talented and broadly educated teachers able to cope with the challenges of a new era. I believed that the best way to meet that objective was to make the education of teachers a university-wide responsibility.

The campus had its share of fiscal adversity, yet with discipline, sacrifice and careful planning it was undeterred in its service to a growing and diverse region. In 15 years, it laid off only one staff employee and had no program eliminations or curtailments. Both achievements seem notable and were unlike the budget-related turmoil on so many campuses at the time.

The transition to a multi-purpose university was never easy and sometimes not a smooth process either. For example, despite major efforts each year to enhance educational opportunities for underrepresented groups, no area seemed so open to criticism. The university's progress in this area was commendable, but never as fast as we wanted nor as complete as the university and region deserved. One of my biggest regrets was that we campus leaders were not able to convince some critics of our deep commitment to educational equity and affirmative action.

The university that I left in 1997 was much changed after 15 years. The small campus that I inherited was now significantly larger, more diverse in its student composition, and more sophisticated. Its academic thrust was more comprehensive in nature, and students had far greater options of study. Its mission of serving a needy and undereducated region was more clearly understood and accepted. Cal State San Bernardino's reputation was now more firmly established, and no governor or group of trustees would ever again be able to question its value to the region and state.



**Innovative teacher training at Hillside-CSUSB Demonstration School**



# Strategic Plan in Motion

by Albert K. Karnig

president, 1997-present

Shortly after Marilyn and I arrived at Cal State San Bernardino, a decision critical to the university's success was made when the legislature, on the heels of years of budget cuts, authorized an appropriation increase. Several years of budget growth followed, allowing program and enrollment expansion. In fact, despite the last two years of state cuts, our budget has grown from \$75 million in 1996-7 to \$128 million in 2004-5. And rising operating budgets were matched by successful bond referenda which, coupled with doubling and tripling of fundraising and federal grants, plus student-approved fee increases, facilitated a dramatic expansion of our physical plant.

By fall 1997, CSUSB already had been engaged in a lengthy planning process, and I ultimately approved a strategic plan consisting of three key items: excel in teaching and learning, including scholarship; build the campus's physical and intellectual environment; and work on community issues through partnerships and new centers and institutes.

During the process, I met often with faculty, staff and students to gather perspectives, answer questions and be accessible; and I continue to meet six times a year with each group. The early meetings helped me to more fully grasp their priorities and aspirations.

The strategic plan proved instrumental. It nicely captured long-standing values, allowed for stretching in "entrepreneurial" directions, and permitted us to build on the powerful achievements of the Pfau and Evans years.

## Teaching and Learning

The faculty has always been deeply committed to teaching excellence; and surveys indicate that our faculty rate about 10 percent higher in student assessments than the average of other CSUs – and 10 percent higher than the historical campus average. Moreover, teaching and learning were advanced by 139 new "smart class-





*Building on the strong emphasis on teaching left by his predecessors, Albert Karnig with his wife Marilyn, herself an experienced development administrator, lengthened the university's reach into an ever-expanding region and changing world through partnerships, matching the university's institutes and centers with community demands, and the need for new scholarships with ready contributors.*

*Students studying in "social spaces"*



rooms." We've also created various new programs, from master's degree programs – for example, in Spanish – to undergraduate degrees in fields such as social work (with computer engineering in the wings).

And an education doctorate is slated for fall 2007.

CSUSB also has received outstanding visibility from faculty research and creative activity, an astonishing number of national awards, and service as leaders of countless national and international associations. In addition, all accreditations have been retained, and many new ones secured. And the Western Association of Schools and Colleges not only reaccredited the university for the maximum 10 years, it lavished extraordinary praise about the quality of our programs.

All this occurred while campus enrollments expanded (despite large percentage fee increases) to more than 16,000, the median undergraduate age fell to 22, student applications doubled to 26,000, international students grew twofold to nearly 700, and after just three years of a new scholarship, roughly 70 students in the top 1 percent of their high school classes in the county now attend CSUSB.

Ethnic diversity also increased sharply, with African American students rising to 13 percent and Latinos 35 percent of undergraduate students – both the third highest of any California university.

Because of Latino enrollments, CSUSB is a nationally-designated "Hispanic Serving Institution" and ranked among the top 30 U.S. universities in graduate and undergraduate degrees awarded to Hispanics.

### **Campus Environment**

Our staff continued the commitment to a beautiful and well-maintained campus. Since 1997, facilities expanded more than 50 percent – from

1.45 million to about 2.23 million square feet – but we needed diverse fund sources. For example, with state funds, we developed a Social and Behavioral Sciences, a Chemical Sciences and other buildings. In 2006, we'll break ground on a College of Education building and two parking structures, as well as remodel biological and physical sciences facilities. With *student-approved fees*, we'll soon finish a 35,000-square-foot recreation and fitness center; and with *student fees plus a \$3 million gift* from the San Manuel Band of Mission Indians, we're more than doubling the size of the Student Union.

With *revenue bonds* based on student rents, we added residences for 1,120 more students – raising the on-campus total to 1,520. With *federal funds*, we built an Office of Technology Transfer and Commercialization facility. And with *fund raising* from foundations, individuals and municipalities – without state funds – we constructed the first two buildings of our Palm Desert Campus and we're close to funding the third.

We have worked, as well, to promote a wholesome physical, cultural and social environment. To that end, we created numerous "social spaces" (areas for students to congregate, study and use laptops in a rich "wireless" environment). There were also advances in guest lectures and in the Fullerton Art Museum collection, growing sophistication of theatre and music performances, and remarkable athletic successes.

### **Partnerships and Outreach**

To meet university goals, we expanded our outreach and partnership efforts. Among diverse initiatives, there's collaboration with 59 school districts, fiscal support from hospitals to increase nursing graduates, enhanced museum collections from contributor gifts, the Arts on Fifth program in San Bernardino offering theater and dance instruction to youngsters, and partnership with the Lutheran Mission to provide nursing services at the H Street Clinic. In addition, our growing library was recognized as a Federal Document

Depository serving the region.

To address community needs with research and service, we created more than a dozen centers and institutes, including the Community-University Partnership, serving in the areas of education and health; the Water Resources Institute; the Office of Technology Transfer and Commercialization, providing federal funding research and development and marketing support for new businesses; the Institute for Child Development and Family Relations; and the Inland Empire Center for Entrepreneurship, offering educational programs and small business advice – and ranked in the top 75 programs in the nation.

And as we sought to be good citizens, our efforts extended to service on various regional boards: The Inland Empire Economic Partnership, the K-16 Council, the Riverside-San Bernardino Community Foundation, Inland Action and scores of others.

The university has had profound economic effects on the region. Overall, CSUSB has a \$533 million annual impact, sustaining more than 10,000 jobs and producing more than \$28 million in taxes. Indeed, there's roughly five dollars generated for every dollar the state allocates.

Because of increasing awareness of the university's contributions, CSUSB has received awards from the NAACP, La Prensa, the Business Press, the Building Industry Association, the League of Women Voters, the Central City Lutheran Mission, the Diocese of San Bernardino and others.

I'm proud to have served as president for the past eight years. As we celebrate our 40th anniversary, we've built on prior strengths and are better than ever – though not nearly as strong as we'll be. With your help, even as CSUSB grows to 25,000 and larger, future presidents also will be able to claim that the university is better than ever – and I know they'll be right.





# Ivy Amid the Brush

By Sid Robinson and Sam Romero

A university's growth mirrors that of any person. There are phases and cycles, growth spurts and growing pains. There are times of health and times to heal. There are major events and anniversaries, and there are what seem minor events and decisions that end up paving important paths. Presumably, the life of a university is much longer than that of a person.

When Cal State San Bernardino opened its doors on Sept. 28, 1965, 293 students and a faculty and staff of 93 walked its rocky grounds, cleared of much of the brush that grew in the foothills below the San Bernardino Mountains. The average age of the first student body was about 26; for seniors, it was 32. The campus was three single-story buildings. The parking lot had 320 spaces.

Marking the university's brief history with only its enrollment statistics, the dates buildings were constructed or trivial facts and figures would be like measuring a person's life by his height and weight alone. Cal State San Bernardino has grown rapidly and in volumes. Certainly, there are more buildings, more faculty, more parking spaces, more academic programs and many more students. But the institution's evolution is more than numbers. It's an embodiment of the individuality of its three presidents.

Cal State history professor and founding faculty member Ward McAfee uses the metaphor of human development to describe the care and parenting each president has given the university. The three presidents, he says, came in the right order and at the right time.

*John M. Pfau appointed college's first president*



"John Pfau wanted the child to have strong bones, good teeth and a nurturing home. During his tenure, the focus of the institution was primarily inward, which was wholly appropriate during that early developmental stage," says McAfee, who chronicled Cal State San Bernardino's first 25 years in his 1990 book, "In Search of Community."

"Anthony Evans wanted the young person to become socialized to community needs and aspirations. During his tenure, the young person was sent out into the community to become more aware of his immediate surroundings. He wanted to create an institutional mentality that sought to apply academic knowledge to the problems and processes of the community.

*...The institution's evolution is more than numbers. It's an embodiment of the individuality of its three presidents.*

"Albert Karnig wants the youth – turning into a strapping adult – to make a distinctive difference that would be recognized both in the immediate community and beyond," McAfee says.

The story of Cal State San Bernardino began a decade before the first student stepped onto campus. In 1955, a legislative study committee determined that there was a need for a California State College in the expansive two-county area of San Bernardino and Riverside.

Five years later California Sen. Stanford Shaw introduced legislation for a state college to serve the region, and Gov. Edmund G. "Pat" Brown followed his action by signing the legislation that created San Bernardino-Riverside State College. Finally, in 1961, the Legislature appropriated funds to purchase a site, right about the time Randy Valles, a young boy far removed from government's grinding wheels, was running and hiking among the vineyards, animals, brush and riverbeds around Devil's Canyon and Badger Hill.

*Students vote brown and blue as official school colors*

*Mexican American and black ethnic studies options introduced*

1962

293 students

1965

*California State College at San Bernardino opens Sept. 28, with 293 students, 93 faculty and staff*

605 students

1966

983 students

1967



*Fifty-nine students become college's first graduates*

1970

2,269 students



While California State University, San Bernardino continues the search for an identity that will mark its place in history, its roots as a liberal arts college modeled after elite Ivy League schools have, over the years, entwined themselves among the practical, natural needs of a changing region.

“I know that when people talk about when they came here after the campus was built, they heard coyotes. But even then there weren’t as many as there were in 1960, ’61, ’62, ’63,” says Valles, who moved to San Bernardino with his family when he was just 9, and who eventually attended Cal State San Bernardino, graduating from the college in 1981 with a B.A. in liberal arts and in 1988 with a bachelor’s in psychology.

Well before the campus found its home in northern San Bernardino, John M. Pfau was on the job. He’d been named the college’s founding president in 1962, and San Bernardino-Riverside State College operated out of offices on North Mountain View Avenue. Originally, says land developer William Leonard, Sr., everyone connected with choosing a site for the new campus just assumed it would be built along the Santa Ana River in Riverside. “But Bob Holcomb was among those who saw north San Bernardino as a better place for the college.”

Holcomb, then a San Bernardino attorney, took the lead in putting the pieces together to make the site a reality. He negotiated with the five or six property owners to purchase the land for much less than its market value. “We got options on the land on all of the parcels, so there wouldn’t be an eminent domain issue, which most of the other sites were facing,” says Holcomb. “Then the city engineering department did a study for all of the infrastructure issues for the area, so that was in place in advance. And then we worked with the property owners to establish a scholarship fund of several-hundred-thousand dollars.”



Library collection moved to new five-story library-classroom building

The proposed site had its obstacles. At the foot of the San Bernardino Mountains, the northern property was susceptible to high winds, wildfire and the San Andreas Fault. Even so, those issues paled in comparison to the benefits, and the Board of Trustees readily approved the location.

“At the time, I couldn’t understand why they would want to put a college at the foot

of the mountains,” says Wilmer Amina Carter, who worked at the campus during its early days while also studying for her bachelor’s degree in English, which she earned in 1972, followed by a master’s in education in 1976.

President Pfau’s vision for the new California State College at San Bernardino was to emphasize traditional liberal arts, a view based on the best traditions of the great Ivy League schools and the small elite private liberal arts colleges in the East. Outside of the classroom, extracurricular activities were designed to build on that intellectual focus.

“There wasn’t much to look at back then. It was just three buildings and no landscaping,” says Richard Bennecke, the college’s first student body president. “It looked a little like a prison, but it had all of the necessary internal qualities of what we thought would become – and has become – a great university.”

What many students in 1965 remember of the campus then is the small class size. “I had half-a-dozen classes where there were just eight or 10 students,” says Bennecke. “We learned a lot, but you couldn’t help but learn, since everything was so close in just the three buildings.”

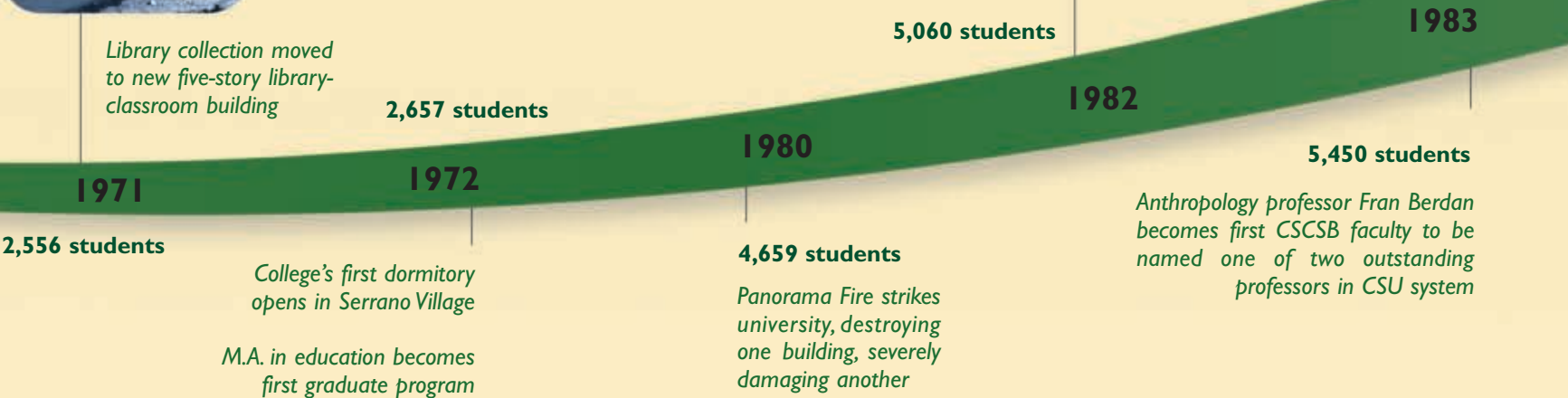
Bruce Golden, one of Cal State San Bernardino’s founding English faculty members, says the sense that “everybody knew everybody” prevailed.

“It was a community effect, and people felt good about other people. It was a lot more casual and informal. People had a sense that what they were doing was important. We knew the campus would be here a long time, and we cast a long and

Anthony H. Evans named second CSUSB president



Students vote to double activities fees to \$20 to fund intercollegiate athletics





hopeful eye on the future."

From these close quarters sprang student life on campus, although most of the focus remained on stringent academic requirements. With college life non-existent, students created it from nothing. They formed clubs, held parties, played intramural sports and laid the foundation for a student government.

*"The curriculum was like a Ph.D. program," Bennecke says. In those years, "The college was experimenting with unique concepts ... But athletics were seen as a distraction."*

"The curriculum was like a Ph.D. program," Bennecke says. In those years, "The college was experimenting with unique concepts. The academic requirements included extracurricular activities, such as an extensive reading program. ... But athletics were seen as a distraction."

While some corners of the campus community opposed the administration's position on athletics, they knew it was a battle that would not be won, at least not soon. In the meantime, they held a pep rally with cheerleaders, song girls and a bonfire to salute the college's first "undefeated" football season. The missing piece, of course, was that there was no football team. Students even went as far as selecting official school colors – light blue for the sky and brown for the natural color of the mountains and desert. A St. Bernard puppy became the college's first mascot, perhaps in part because that was the pet dog of popular physics professor Russell DeRemer. The extent of the college's athletic competition was intramural sports and assorted rec-

within two years. Next came the physical education building, completed in 1968 with a 1,450-seat gymnasium and a swimming pool. "You had a sense that this campus was different from others in the system," Golden says. "Even with the new buildings, we had so much open space and land, unlike what you'd find at other campuses."

The five-story library-classroom building, which remains to this day the university's largest building, opened in June 1971. "They had to plan the future buildings around the way the wind blew," Amina Carter says. "It would get so bad that you'd feel like you were being blown from one side of campus to the other. We had days where the people from the physical plant would drive the students across campus. Once people got inside, they stayed there."

By fall 1970, CSCSB's audited enrollment was 2,240 students. Although no graduate degrees would be awarded as the 1970s began, 250 students were enrolled in the fifth-year teaching credential program or in scattered graduate and upper division courses.

The late 1960s and early 1970s saw social unrest at college campuses throughout the country. The new San Bernardino campus saw its share of anti-war speakers during the Vietnam War, along with faculty



*Coyote athletics move to NCAA Division II and join California Collegiate Athletic Association*

*California State College, San Bernardino gains university status and renamed California State University, San Bernardino, and status of CSUSB sports program also rises with entrance into NCAA Division III*

**8,367 students**

**1991**

**12,561 students**

**1987**

*Chartering of Delta Sigma Phi fraternity marks birth of Greek system at CSUSB*

**1986**

**7,423 students**

*Coachella Valley Center opened as CSUSB satellite at College of the Desert*

**1984**

**5,847 students**

*Coyote adopted as school mascot*



reational activities, such as ping pong tournaments in the quad area between the three buildings.

June 10, 1967, was gray and drizzly for the 750 guests and the 59 students at California State College at San Bernardino's first Commencement ceremony, held outdoors. Richard Bennecke stood among them. "We really were pioneers," he says. "We felt we were creating a legacy and a tradition for future generations of Cal State students, and that was a great feeling."

Throughout the early years of the campus, construction was as common a sight as rabbits and brush. The college's first permanent buildings, two new science buildings to house biological sciences and physical sciences, were completed

and student demonstrations spurred by the turbulence in the outside world. Hanging a daisy was among the milder protests. In 1969, several students, including Ron Albright and student body president Barry Thompson, were somewhat miffed about policies that restricted the display of art around campus. Early one morning, after gaining access to the roof of the biology building, the students lowered over its south side a daisy made of plywood, eight feet in diameter and painted orange and yellow. A caption in the student newspaper read, "Daisies rise and set, but 'Art' lives on!"

With a growing population, the college took its first steps toward becoming a residential campus. The dormitories – Serrano Village – and the Commons dining facilities opened in 1972. Six years later the campus opened the 15,000-square-foot Student Union.

The building boom gave way, however, to an unstable economy and budget cuts as the 1970s came to an end. Nationally, inflation was high and the economy flat. In California, voters approved Proposition 13, which saved taxpayers plenty on local property taxes, but also sliced deep into state-supported services, including public education. State budget cuts took their toll on the entire California State University-College system and enrollment began to fall. Even high school graduation rates dropped 10 percent during the decade, causing state universities to fear for their existence. As a new and small campus, Cal State San Bernardino was vulnerable. Its closure was the subject of serious conversation. It was a conversation that, in one form or other, lasted for years.

Even with the turmoil and uncertainty, one of the era's bigger tests had nothing to do with money, politics or academics. On Nov. 24, 1980, the Panorama Fire descended on the campus, surrounding it on three sides. Fanned by gusting winds of up to 80 mph, the flames destroyed the shipping and receiving warehouse, while the cooling towers on the heating and air conditioning building were severely damaged. Administrators closed and evacuated the campus. Months later, the campus was rocked again, this time by one of the worst wind storms ever to blow through northern San Bernardino. Proving life really does evolve in cycles, the university faced another devastating blaze in the 2003 Old Waterman Canyon Fire and more state budget cuts in recent years.

As the college celebrated its 15th anniversary in the spring of 1980, it was still a relative unknown in San Bernardino. The community barely knew its own state college. So, in 1980, CSCSB held an open house, which marked the start of a more welcoming approach to gain local acceptance. The new "open" campus invited the community to seminars, lectures and events that featured celebrities and high-profile speakers.

John Pfau's attention to community outreach before his retirement in 1982 laid the groundwork for Cal State San Bernardino's second president, Anthony Evans, a historian and the provost and vice president for academic affairs at Eastern Michigan University. Evans' attention soon turned to alumni relations, fundraising and governmental relations

traced back to 1970, when CSCSB inaugurated Operation Second Chance to give minority youth an opportunity to study and work in an intensive tutored six-week summer session."The psychology department also opened its doors with the Community Counseling Center in 1972, and in 1980, the Children's Center opened on campus to benefit students and also the city and county of San Bernardino.

Naturally, Evans knew it would take more than improved relationships with the community to grow the university, and his shift from the Eastern-like liberal arts college to a more comprehensive curriculum opened doors to the region. He believed that by building bridges to the community, he could also build enrollment.

But the gloomy conversation that hung over Pfau's campus in the late '70s still dogged Evans. "Then as now," says Rymer, "new buildings come to a campus based on enrollment. I remember early in his tenure, when President Evans was in Sacramento for budget hearings, and a high-level person in the Chancellor's Office said that the San Bernardino campus would 'probably never need another building.' I guess that was about 10 buildings and 12,000 students ago."

The results of focused fund raising and public relations efforts spoke for themselves as fall 1985 rolled in. Enrollment rose from 5,600 students when he arrived three years earlier to 6,519 students. By 1987, the student population had climbed to 8,376.

Along with his expansion of the academic menu and his emphasis on community outreach, Evans quickly began to consider the

12,485 students

1992



*"A Warring Absence," an original CSUSB play, earns national honor and is staged at Kennedy Center*

programs similar to those that already had taken hold at private university and University of California campuses. "The concept was not recognized widely in the CSU at that time," recalls Judy Rymer, an education professor at CSUSB. For 14 years Rymer led Cal State's university advancement division. "But once the CSU system began to see itself as a state-assisted rather than a state-supported institution, all of the campuses created university advancement or university relations departments or divisions." Evans' young adult was becoming socialized.

The academics changed, too. Evans moved the institution's focus from a small liberal arts college toward a broader curriculum that offered community college transfers more "practical" majors. The emphasis was now on outreach and creating a regional university that offered a wider array of programs.

"President Pfau established a strong foundation, even if eventually the public did not fully support an elite liberal arts state college," says McAfee. "But this approach set the foundation, and if community service had been emphasized at the outset, a weaker academic tradition probably would have resulted." The two presidents seemed to transition naturally. "Dr. Pfau actually began Evans' later emphasis of service to the community. Evidence can be



*Jack H. Brown Hall opened and named for a \$1 million contribution from the Stater Bros. Markets president*

1993

12,121 students

*Coussoulis Arena opens, becoming Inland Empire's largest indoor arena*

addition of intercollegiate athletics. Off campus, some felt that the lack of an athletic program gave the school a negative image and was stunting its growth. Yet others believed an athletic program would be too expensive and would divert already-tight finances from academics. Approval of a sports program passed just the same in 1983. The following winter the college officially adopted the coyote as its new mascot. On Sept. 22, 1984, Cal State San Bernardino's first intercollegiate athletics team played its first game in any sport as a member of the NCAA Division III. The men's soccer team beat

*As a new and small campus, Cal State San Bernardino was vulnerable. Its closure was the subject of serious conversation. It was a conversation that, in one form or other, lasted for years.*

the University of Redlands, 4-3, at home. The team went on to finish with a winning record. The Coyote athletic teams didn't last long at the Division III level, moving up to Division II in 1991, and, in 1996, changed its school colors from blue and brown to Columbia blue and black.

With enrollment rising at an average of at least 10 percent per year in



11,957 students

1995



the last half of the '80s, the university went on a building tear in the '90s, with a little help from the university's first-ever campuswide fund raising campaign, Partnership 2000. University Hall opened in 1991, and Jack Brown Hall – named for San Bernardino's homegrown CEO of Stater Bros. Markets following his \$1 million donation – opened in the summer of 1993. In 1994 the Pfau Library added what the campus commonly calls "the library wedge." The 5,000-seat Coussoulis Arena – named after the parents of developer Nicholas Coussoulis – and the adjacent Health and Physical Education Building were next, followed by the Visual Arts Building in 1996

with the impressive 4,000-square-foot Robert V. Fullerton Art Museum decorating its east side. The Yasuda Center for Extended Learning was completed in 1995. Two years earlier the university had expanded the Student Union.

*Albert K. Karnig takes over as university's third president*



**13,280 students**

**1997**

*Brass-tipped Student Union clock tower unveiled as gift from Classes of 1994 and 1995*

Twenty years after its birth, Cal State San Bernardino began having offspring of its own, evolving into Evans' vision of a regional university. In 1986 CSUSB opened a satellite campus at the College of the Desert in Palm Desert to serve residents of the Coachella Valley. In its second year, the desert center drew 403 students, an increase of 70 percent over the previous year. The city of Palm Desert's interest in seeing a four-year university built in the Coachella Valley was backed by a large donation of 200 acres in 1995. The move sparked a public-private fund raising drive for construction funds, resulting in large gifts from local city governments, foundations and private citizens and organizations.

While Coussoulis Arena established the campus as a destination for sports fans, such venues as the museum and University Theatre raised CSUSB's standing as a spot for the arts. Nothing could have done that better than "A Warring Absence," an original play written by theatre arts alumna Jody Duncan and professor emeritus Bill Slout. So impressed were American College Theatre Festival judges with the 1992 production that they sent it, along with a handful of other college plays from around the country, to be performed at the Kennedy Center for the Performing Arts. The university's Robert V. Fullerton Art Museum also became the home to priceless Egyptian, Etruscan and Asian antiquities.

Stable leadership gave the university consistent direction during its



*At Chicago Field Museum, biology professor Stuart Sumida leads CSU student participation in restoration of "Sue," the largest T-Rex fossil ever unearthed*

**13,600 students**

**1998**

young years. John Pfau's lengthy tenure as president was almost matched by that of Anthony Evans, who retired in 1997. Pfau and Evans' longevity provided firm grounding for CSUSB's next president, Albert K. Karnig, who arrived from the University of Wyoming with his own agenda for progress.

Institutional excellence and distinctiveness were the hallmarks President Karnig wanted to pursue with still more intensity when he arrived at Cal State. To guide his actions he wanted a "strategic plan" that focused on three areas: promoting excellence in teaching and learning; building the campus's physical and intellectual environment; and expanding community opportunities and partnerships. Certainly, by that time, the university's prominence, visibility and influence were large. But Karnig's candid, active stance, his accessibility to the news media and willingness to take on larger community issues have made him – and the university – significant players in the region, the CSU system and in California.

Since Karnig's inauguration as the university's third president in 1997, CSUSB has seen records in enroll-

*Mary Stuart Rogers Gateway Building opens as first structure for Palm Desert Campus*



**13,341 students**

**2002**

*New social and behavioral sciences building becomes campus's largest classroom facility*

ment, diversity of faculty and students, grant and contract funding, overhead funds, fundraising, patent applications and international program development. Federal grant funding has increased more than fivefold. Freshman applications are up, and so is student retention, thanks in part to more student services and more campus housing and other facilities. Cal State San Bernardino has a renewed emphasis on community partnerships, while creating various research and service centers and initiatives to promote economic, social and cultural development in the region.

What seemed a frenetic pace about campus after Karnig's arrival was not just sound and fury. It was, believes president and chief executive officer of the Arrowhead Credit Union, Larry Sharp, entrepreneurial.

Karnig was tireless in his pursuits. He was "exporting education," says Sharp. He raised to yet another level CSUSB's involvement in the community. So the university has, over the last few years, created among others the Community-University Partnership, Water Resources Institute, the Institute for Child Development and Family Relations and the Inland Empire Center for Entrepreneurship, which earned the university national recognition by Entrepreneur Magazine as one of the Top 75 American universities for its entrepreneurship program. "The participation of the college faculty, staff and students in the community – and especially now under Al Karnig – has enhanced the integrity of our city," says Leonard.

When he assumed the presidency in 1997, the university had 13,280 students enrolled in more than 70 graduate and undergraduate programs.

That has since grown to as high as nearly 17,000 students in 2003. That represented an increase of nearly 25 percent over the previous six years, making the university one of the fastest growing colleges in the state. Today, student enrollment is so diverse that no majority ethnic group exists. An enrollment of more than 30 percent Hispanic students makes CSUSB a Hispanic Serving Institution, designated by the U.S. Department of Education in 1999. The university also ranks among the top schools in the United States for awarding bachelor's and master's degrees to Hispanics.

While Pfau and Evans each steered the campus through years of building booms, Karnig also has attended his share of groundbreakings and grand openings. By fall 2002, faculty and students were putting the brand new Social and Behavioral Sciences Building to good use. In just a few short years, the residence halls have gone from housing about 400 students in 1997 to more than 1,500 students today. A new Chemical Sciences Building has just been added, and the original biology and physical sciences buildings are set for renovation.



*CSUSB's Model U.N. team wins Outstanding Delegation honors for ninth year in a row and Model Arab League team wins Outstanding Delegation honors for 14th consecutive year*

**16,927 students**

**2003**

*Old Waterman Canyon Fire scorches campus on three sides Oct. 25. Two weeks later, CSUSB launches Inland California Television Network with area's first live nightly local news on cable television.*

The campus is also adding a new recreation sports and fitness center and expansion of the Santos Manuel Student Union is almost complete.

The Palm Desert Campus, once the Coachella Valley Center, also has come a long way since the days of conducting classes at the College of the Desert or from long modular buildings. In June 2002, the campus's first permanent structure, the Mary Stuart Rogers Gateway Building, opened at its new permanent location in Palm Desert. Two years later, the campus opened its second facility, the combination Indian Wells Center for Educational Excellence and the Indian Wells Theater. The unique public-private partnership at the Palm Desert Campus drew attention nationwide, and in August 2003, the campus was featured in a front-page story in the Sunday edition of the New York Times.

The new millennium also saw Coyote athletics thrive. The women's volleyball team reached the national semifinals in 2003, and two players, Kim Morohunfola in 2003 and Brie Harris in 2004, earned NCAA Division II Women's Volleyball Player of the Year honors. The men's basketball team

won six straight California Collegiate Athletic Association championships beginning in 2000, becoming the only CCAA men's basketball team to win six straight titles since the conference formed in 1939.

But the 21st century has seen its lean times, too. Stringencies in the state budget have forced the university to take a conservative fiscal approach, pushing back the following year the enrollment peak of 2003-2004.

Nevertheless, the university's presence in the region has never been stronger. For every \$1 the state invests in Cal State San Bernardino, university-related expenditures generate \$4.53 in additional spending.

As such, CSUSB contributes more than \$500 million in expenditures to California's economy each year, while also supporting more than 10,000 local jobs, generating more than

*CSUSB's Inland Empire Center for Entrepreneurship listed among top American universities by Entrepreneur Magazine for second straight year*

**2005**

**2004**

*Brie Harris named NCAA Division II Women's Volleyball Player of Year, after Kim Morohunfola wins award in 2003*

*Indian Wells Center for Educational Excellence and the Indian Wells Theater open at Palm Desert Campus*

*Men's basketball team shares CCAA title, setting conference record with sixth straight championship*



\$28 million in state taxes, and producing more than \$635 million to the state economy from alumni earnings.

The academic programs at Cal State San Bernardino were recognized in 2004 when the university was accredited by the Western Association of Schools and Colleges for the maximum 10 years. In its report, WASC was generous in its lavish praise for CSUSB's extraordinary programs.

As it takes its next steps toward its 50th anniversary, Cal State San Bernardino looks little like it did when it opened with just three buildings. Riding his bike around the construction as the campus was being built in 1964, Randy Valles was stopped by an imposing deputy sheriff, who asked him sternly what he was doing. Nervous, Valles told him he just wanted to see where he was going to go to college when he grew up. The deputy was unimpressed and motioned for him to leave. Today, Valles works at CSUSB in the very building — administration — from which he was kicked out.

Bob Holcomb, who helped deliver the new college, has seen an incredible amount of change as well. "I never thought it would be what it is today, but it has turned out to be the city's greatest asset."

*What seemed a frenetic pace about campus after Karnig's arrival was not just sound and fury. It was ... entrepreneurial.*



# Samples of Generosity

In this honor roll of donors the contributions from financial supporters of Cal State San Bernardino have been used for many things, because they have given in many different ways. Here we highlight several donors who talk briefly about their reasons for giving.



Nick and Christina Coussoulis

## Nick Coussoulis – Bricks and Mortar

Ten years ago, to enhance the athletic facilities, a new CSUSB Health and Physical Education Complex opened with a state-of-the-art, 5,000-seat arena. To complete the funding for the project, Nicolas Coussoulis, chairman of Coussoulis Development, stepped forward. He did it gladly, with one major request. He asked that the arena be named in honor of his parents, James and Aerianthi Coussoulis. During the dedication ceremonies, Nick said, "The greatest achievement a son can attain is to have the opportunity to publicly honor his mother and father." Both immigrants from Greece, Mr. and Mrs. Coussoulis traveled to America to give their children the opportunity for a better future. Nick concluded, "Their faith in one another gave them the fortitude to raise their children with dignity, respect for authority and the determination to achieve an education. Thank you mother and father." Today, Coussoulis Arena serves as the home court for the Coyote women's championship volleyball team and the six-time conference champion men's basketball team, as well as women's basketball. The arena is viewed by many as one of the best in NCAA Division II sports and in the Inland Empire.

## Honor Roll of Donors

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## *Jim Watson, Watson and Associates – Program Support*

In December 2003, CSUSB's College of Education launched a new Literacy Center to provide special programs to K-12 children to improve and enhance their reading abilities and meet their lifelong literacy needs. The center was funded initially by a gift of \$100,000 from Watson and Associates, a Seal Beach, Calif., corporation that is building homes near campus. The company gave an additional gift of \$100,000 to the center in 2004. CEO James Watson says, "While there are an endless number of good, worthwhile causes to support, literacy struck an especially strong chord. Solid reading skills obtained at an early age are one of the best means of ensuring a person's, the family's and the nation's future success. The Literacy Center is therefore one of our company's proudest achievements. While it may seem a bit outside our field, we look at it as a more powerful type of construction— one that builds and transforms lives."



*Jim and Judy Watson*

## *Neale Perkins – Endowed Scholarships*

In just two dinner events hosted at their French Normandy home in Lake Arrowhead, Calif., Neale and Patricia Perkins have raised more than \$150,000 for scholarships that go exclusively to mountain students. Neale is the chair of Cal State San Bernardino's University Advisory Board and is a frequent guest lecturer in criminal justice classes. He founded and managed Safariland, Ltd., a successful body armor- and holster-manufacturing business in Ontario, Calif. Patricia has been active in volunteer work in Lake Arrowhead. Their popular mountain gathering has inspired support the couple never dreamed possible. Said Neale in a recent Riverside Press-Enterprise article, "Up here we have a lot of students, and adults for that matter, who just don't have the opportunity to take advantage of higher education. So we offered that opportunity to them."



*Neale and Patricia Perkins*

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### *Mary McCombs – Annual Campaign*

More than 20 years ago Mary and Roy McCombs had an idea to set up a program about religion through the extended learning school at Cal State San Bernardino. However, Roy McCombs passed away before the program ever began. In memorial to her late husband and a dear friend, Lillian Morrow, CSUSB helped set up an endowment fund to support an annual lecture. “I appreciate the cooperation from Cal State to set up the program and the work from the board members to keep it going,” McCombs said. The first lecture took place in 1988 on campus, discussing Christian and Jewish beliefs. After Sept. 11, 2001, the program added Islam to the lecture series. McCombs’ long wish is that these talks will nurture understanding among religions and propel them toward a common ground. She gives annually to the endowment, saying that her “donations are specified for the program to keep it going.”



Mary McCombs



David Maynard and Dorothy Chen-Maynard

### *Dorothy Chen-Maynard and David Maynard – Faculty Giving*

So important is education to Dorothy Chen-Maynard and her husband David Maynard that the two CSUSB professors have made scholarships a priority. Chen-Maynard is an associate professor and program coordinator in the nutrition and food sciences department, and Maynard is the chair of the chemistry department. “Donating to scholarships helps students to reach educational goals,” says Chen-Maynard. Some of the scholarship funds they have donated to include the Coyote Athletic Scholarship Fund, the Drama Scholarship Fund, the Alumni Association Scholarship and the Dean’s Academic Excellence Scholarship. They also donate to the natural sciences and museum development gift funds. “We don’t have any children — our students are our kids,” Maynard said. “It’s our way to give back to the university.” Their next step is to donate to an endowment.

### *Jack and Virginia Sexton – Planned Gifts*

With three small children in tow, Jack and Virginia Sexton came to San Bernardino in 1960 to pursue an opportunity in the equipment rental business. Thirty-six years later, after selling their business, they moved to La Jolla to be near their children and grandchildren. As their business grew, they contributed generously to the city. Before they retired, they transferred stocks into a newly created charitable remainder annuity trust, naming Cal State San Bernardino as one of the beneficiaries. Charitable remainder annuity trusts provide a tax deduction at inception and a lifetime income which is partially tax free. “San Bernardino was good to us, so we wanted to be good to San Bernardino,” Jack says. Their gift supports the computer science department and computer information systems. The couple has been so impressed with the results that they wonder why more people don’t take advantage of setting up such a trust.



Virginia and Jack Sexton





## Part-Time Passions

By Damian Secore

It seems ironic that Tom Burleson is the longest-serving head coach in Cal State San Bernardino intercollegiate sports history, entering his 16th year with the women's cross country team this fall, as a part-timer. In no way does "part time" epitomize Burleson's firm grasp of commitment.

A health and physical education teacher for the past 24 school years at Serrano High School in Phelan, Burleson usually leaves around lunch-time to coach and teach an activity class or two per quarter at CSUSB.

"I've never felt like I was a part-time person, and I'm sure the other coaches feel in the same way," said Burleson. "I'm there every day through the school year. We get started in August and through the season (to November) I'm there six days a week. In the off-season, it's recruiting."

Burleson is one of the Coyotes' five part-time head coaches receiving only a minimal stipend, which lets CSUSB boast a broader athletic portfolio.

"They are the unsung heroes of the department," said Nancy Simpson, CSUSB's director of athletics. "The part-time coaches, Tom included, are the ones who have the most difficult challenge. The funding for those sports is minimal ... but the expectations, they're still there."

"You look for people who you can tell just have a passion for the sport, and they're able to balance multiple tasks. Tom is so passionate about what he does."

Burleson launched the men's and women's cross country team in 1984. His squads won 35 of 39 dual meets and made seven straight appearances in



**BACK ON TRACK**—Tom Burleson returned to CSUSB in 1997 after a seven-year absence. By that time the athletic program had competed in Division II for many years, and his new cross country team had some catching up to do. (Photo by Robert Whitehead)

the NCAA Division III West Regional meet. CSUSB's move to NCAA Division II in 1991 signaled the end of both programs as a cost-cutting measure. Burleson, fittingly, left Chaffey College and returned when CSUSB reinstated women's cross country in 1997. But his move was not seamless.

"Initially, I said, 'No!' I was bitter," Burleson said. "We worked hard to build what we had (from 1984-90), and then it was taken away. I was more disappointed for my kids. I have athletes who are still bitter today."

"It was then that I talked with Nancy, and once I met her I was sure I wanted to come back. Nancy is the finest administrator that I have ever worked for."

Over the years the team has established a competitive edge though the allocated cross country budget only amounts to less than one full scholar-

ship. Last school year, Burleson split up the funds and gave his top five runners just about enough to cover tuition fees.

Yet, in 2004, the Coyotes basked in their first taste of All-American glory through Tanya Zeferjahn. More impressive, Zeferjahn was part of the 2004 team named NCAA Division II Cross Country Coaches Association Academic All-America for the sixth straight year. It also won CSUSB's quarterly Cody Coyote award for winter 2005.

"I have three rules that I try to instill into the girls – one is family, two is grades and three is running. In that order," Burleson added. "Cross country runners are, in particular, very good students because of the individual (training) they have to put themselves through. They have to be focused."

Burleson's runners mirror his own focus in keeping affairs in order



## High Five

Five of CSUSB's 11 sports are directed by part-time head coaches. Tom Burleson is joined by men's golf coach Greg Price, who's been at the post 12 years, and three-year coaches Dawn Castaneda in softball and Tom Finwall, who coaches women's water polo. Tom Starzyk resigned as women's tennis coach in June after eight seasons.

Price, a CSUSB professor of kinesiology, was the golf team's first coach, overseeing eight NCAA Division III All-Americans from 1986-1990. He returned in 1998 and has sent players to NCAA individual regionals the past five years. His team missed winning the CCAA title in 2005 by one stroke.

"I always felt like I started the program, and it was my program," said Price, a former El Rancho Verde Country Club champion. "I thought I would come back and help get the program back on track. We are like a second family."

CSUSB softball is 38-129 in the tough CCAA under Castaneda. A former NAIA All-American at Azusa Pacific, Castaneda also gives private batting instruction in Rancho Cucamonga. "One of the highlights for me is just the idea of coaching young females who are kind of in their last few years of playing ball, just watching them mature," Castaneda said. "I love Cal State. If I don't coach at Cal State, I don't see myself coaching anywhere else."

The CSUSB water polo team finished sixth each year under Finwall at the 12-team Western Water Polo Assn. Championships. In 2004, CSUSB took its only three wins from rival University of Redlands and still Finwall was named NCAA Div. II Coach of the Year. "I love working with college-level athletes," said Finwall, a 1988 CSUSB graduate who teaches mathematics at Riverside Poly and also coaches youth polo for Riverside Aquatics. "For me, the biggest satisfaction is to watch the athletes

Tom Finwall

mature emotionally and psychologically and intellectually. I enjoy winning, too."



between his family – which includes daughter Becky and son Robby (a CSUSB student) – and what he terms his "two full time jobs." Over the summer, Burleson took time to treat his wife Carolyn to a Hawaiian vacation for their 30th anniversary.

"I'm like the other coaches; they wouldn't do it if they didn't love it," Burleson said. "Each year brings new challenges. I'm just as excited as I was 20 years ago."

## Teeing off in Beaumont

Golfers will tee off at the 10th annual Dave Stockton Coyote Classic golf tournament, the primary fund-raiser for student-athlete scholarships, on Monday, Nov.

7, at the PGA of Southern California golf course in Beaumont.

Stockton, a current member of the Legends Tour for players 62-and-over on the PGA

Champions tour, has been an active participant

in the tournament each year. He gives a clinic to participants before the shotgun start. The San Bernardino native and current Redlands resident is a two-time winner of the PGA Championship and also won the Senior Open. Last year, the Stockton Coyote Classic generated more than \$100,000 in gross contributions for Coyote Athletics and a net increase of \$30,000 over previous years as well as a record number of players. For spearheading that effort, Dennis Craig, a Century 21 Realtor and president of the Coyote Athletic Association, was selected as the NCAA Development Directors Association "Volunteer of the Year."

For information on entering the tournament as an individual or as a foursome, call Mike Kovack, associate athletic director, at (909) 537-5049 or Pam Palmer, development coordinator, at (909) 537-5048.

## Opening Up at 40

While the Cal State San Bernardino campus celebrates its 40th anniversary in 2005-06, Coyote Athletics will pitch in to help. Inaugurated in 1984-85, Coyote Athletics will hold three "open house" events. Each will invite local communities to participate.

Admission for everyone is free to the open house events, which will offer a variety of special promotions included to make each event a special one for fans. The first open house will be on Friday, Nov. 4, when the Coyotes' women's volleyball team hosts perennial rival Cal State Bakersfield at 7 p.m. The second open house will feature a basketball doubleheader with Cal State Stanislaus on Saturday, Jan. 7, with the women playing at 5:30 p.m. and the men at 7:30 p.m. A third open house will take place during the 2006 baseball season. However, the baseball schedule will not be available until later this fall.



## SPORTS CALENDAR

All listings in this calendar are home contests. For the entire women's and men's basketball schedules, which includes both home and away games, and for the schedules of other sports, visit the Coyote Web site at <http://athletics.csusb.edu> or call the athletics department at (909) 537-5011.

++ = possible date, location change

40 = 40th Anniversary Open House, free admission

## October

- 1** Women's Volleyball.  
CSU Dominguez Hills, 7 p.m.
- 7** Women's Soccer.  
Cal State Monterey Bay, 1:30 p.m.
- Men's Soccer.  
Cal State Monterey Bay, 4 p.m.
- 24** Women's Soccer.  
Cal State Bakersfield, 12:30 p.m.
- Men's Soccer.  
Cal State Bakersfield, 3 p.m.
- 26** Men's Soccer.  
UC San Diego, 1:30 p.m.
- Women's Soccer.  
UC San Diego, 4 p.m.
- 28** Women's Volleyball.  
Chico State, 7 p.m.
- 29** Women's Volleyball.  
Cal State Stanislaus, 3 p.m.

## November

- 2** Women's Volleyball.  
Cal State L.A., 7 p.m.

- 4** Women's Volleyball.  
Cal State Bakersfield, 7 p.m. 40
- 22** Women's Basketball.  
Occidental College, 7 p.m.
- 26** Women's Basketball.  
Christian Heritage, 7 p.m.

## December

- 16** Women's Basketball.  
Grand Canyon, 7 p.m.
- 17** Women's Basketball.  
Grand Canyon, 7 p.m.
- 20** Women's Basketball.  
Texas A&M Kingsville, 7 p.m.
- 30** Women's Basketball.  
Minnesota-Duluth, 7 p.m.

## January

- 6** Women's Basketball.  
Chico State, 5:30 p.m.
- Men's Basketball.  
Chico State, 7:30 p.m.
- 7** Women's Basketball.  
Cal State Stanislaus, 5:30 p.m.
- Men's Basketball.  
Cal State Stanislaus, 7:30 p.m.
- 20** Women's Basketball.  
Cal Poly Pomona, 5:30 p.m. 40
- Men's Basketball.  
Cal Poly Pomona, 7:30 p.m. 40

- 21** Women's Basketball.  
CSU Dominguez Hills, 5:30 p.m.
- Men's Basketball.  
CSU Dominguez Hills, 7:30 p.m.

## February

- 3** Women's Basketball.  
Cal State Bakersfield, 5:30 p.m.
- Men's Basketball.  
Cal State Bakersfield, 7:30 p.m.
- 4** Women's Basketball.  
Cal State L.A., 5:30 p.m.
- Men's Basketball.  
Cal State L.A., 7:30 p.m.
- 15** Women's Basketball.  
UC San Diego, TBA++
- Men's Basketball.  
UC San Diego, 7:30 p.m. ++
- 17** Women's Basketball.  
CSU Monterey Bay, TBA++
- Men's Basketball.  
CSU Monterey Bay, 7:30 p.m.++

## March

- 3** Women's Basketball.  
Sonoma State, 5:30 p.m.
- Men's Basketball.  
Sonoma State, 7:30 p.m.
- 4** Women's Basketball.  
San Francisco State, 5:30 p.m.
- Men's Basketball.  
San Francisco State, 7:30 p.m.

## Standouts

Nine Cal State San Bernardino student-athletes were honored at the athletic department's annual All-Sports Banquet on May 25.

- Male Athlete of the Year  
**Aaron Rice** (baseball)
- Female Athlete of the Year  
**Brie Harris** (volleyball)
- Male Scholar-Athlete of Year  
**Jared Eichelberger** (baseball)
- Female Scholar-Athletes of Year  
**Leilani Tirona** (basketball),  
**Tanya Zeferjahn** (cross country)
- Pup of the Year **Jennifer Joy** (tennis)
- CCAA-Hal Charnovsky Academic Awards  
**Andrea Brandt** (cross country); **Leilani Tirona** (basketball)



Aaron Rice



Leilani Tirona

of the year while hitting .457 with 14 homers and 54 RBI. Ermert batted .389 at the designated hitter position while batting .389 with 10 homers and a CCAA-leading 56 RBI.

Brie Harris, the outstanding outside hitter for the 2004 Coyotes' volleyball team was voted the 2004-05 California Collegiate Athletic Association co-Female Athlete of the Year by the sports information directors of the 11-member conference.

Harris, the NCAA Division II Player of the Year and an All-CCAA and All-NCAA Pacific Region first-team pick, set an NCAA tournament record with 45 kills in the Coyotes' victory over UC San Diego in the Pacific Region title match. Only the second CSUSB athlete to earn the CCAA athlete of the year award since the award was instituted in 1981-82, Harris also earned all-tournament honors at the national championship in Miami Shores, Fla. The other winner was four-time CSUSB volleyball All-American Kim Morohunfolu in 2003-04.

## Looking Back

As Cal State San Bernardino celebrates its 40th anniversary, alumni, faculty and staff are invited to join in a walk down memory lane. Read more reminiscences and post your favorite Cal State story at <http://www.csusb.edu/40th>

I first started attending CSUSB in 1968.

**There were more students in my high school graduating class than there were at Cal State.**

There were only four buildings on campus; the rest was desert, including mountain lion and rattlesnake encounters on the way to class. There was a schematic in front of President Pfau's office showing what the campus would look like someday. We would laugh when we walked by it, and would say, "Right, that'll happen."

**Kent S. Paxton**

B.A. English 1972, B.A. sociology 1978,  
M.P.A. 1989; San Bernardino, CA

I remember when the Gulf War broke – right before I graduated. I remember we found out on our way to Dr. Barnes' theatre history class, and he dropped a bit of the lecture to let us express how we felt at that moment. This was our first war; you see, and we were not as thick-skinned as we are now. I remember later that day I had Dr. Rudisill's advanced acting class, and we spent the whole time

period discussing our reactions as theatre artists to the war (not hard to do, as Susie was always ready for a discussion of rights and activism!). Dr. Kathy Ervin then organized a "guerilla theatre" demonstration along the construction fences for all of us to continue to explore and express our personal reactions, and we spent an afternoon devising interesting ways to fling and hurl our young selves against chain link. (We were 22 – what can I say?) In hindsight, what impresses me most was how willing and able the theatre faculty at CSUSB were in helping us realize that our art was more than simply landing a plum acting role or designing something beautiful or even delivering the perfect monologue and getting that "A."

**Our art was a gift** to each of us personally that we have the power to share and communicate with.

**Dr. Deborah Greer Currier**

B.A. theatre arts 1992;  
Bellingham, WA

**The addition of intercollegiate athletics and Greek organizations brought new vitality to student life in the '80s.**



**Sending cookies to soldiers in Vietnam was one of Theta Psi Omega's activities as a women's service club (above). A time capsule preserved the memories of Cal State's first grads, the Class of '67 (right).**



I have keen snatches of memory of Cal State: **the big winds**; watching the lights sway during earthquakes; the smell of the library, while listening to Shakespeare on a record-player in one of the listening rooms in the library and being moved to tears; writing a term paper on "Waiting for Godot" and knowing I wanted to do much more than just "throw the ball Didi;" watching the dorms being built and visiting friends there – wanting very much to have the dorm experience; Jo Ann Von Wald in admissions and records – she had lived in D.C. as a single woman and her stories about how much she loved it there helped so much as I anticipated my 3,000-mile move back east.

**Jacquelyn Roddy Jackson**

B.A. English 1973; Tucson, AZ

For several years I served as an adviser to a fraternity at CSUSB. During the middle of what I believe may have been the university's last commencement ceremony outdoors, members of the fraternity unveiled very large **Greek letters on Badger Hill**. At the fraternity's next meeting, I had the distinct pleasure of teaching them how to talk themselves out of major trouble with the administration.

**Dr. Harold Vollkommer**

M.A. educational administration 1986;  
Highland, CA



During the '60s, the school was politically active, and many veterans returning from Vietnam were enrolled. The campus was labeled as a **"communist hot bed"** and specific students were called "pinko commies" by some citizen groups from San Bernardino. Just after the Kent State students were killed, the school closed down for convocation. Cal State joined many other colleges and universities to remember and reflect on Kent State, the war, and the role of students in effecting change in U.S. society.

**Gary Yetter**

M.A. educational administration 1991;  
Moreno Valley, CA

I recall that there were just three small buildings, the classes were small and there were very high academic performance standards. **I was the first student to register at the college.** I also organized the first class gift, a time capsule and plaque.

**Michael R. Abernathy**

B.A. political science 1968; Wauna, WA

I remember **the coyotes howling** as I walked to my car ... linking arms with other students and professors in order to walk against the wind to get to the library ... proudly representing the junior class as one



The annual P.E. department barbecue remains a tradition today (left). From the Class of '67 to the Class of '05, CSUSB has graduated more than 55,000 students (below).



of its first representatives in student government ... the fun of serving our community in Theta Omega, Cal State's first women's service organization.

**Mary A. Adams**

B.A. political science 1967; San Antonio, TX

I had a brief student assistant job in the fall of 1972 unlocking the school buildings in the wee early morning hours. I observed packs of coyotes chasing deer across campus as the sky was just getting light. To make others ecologically aware of our environment, I used my position as senior senator to propose **changing the school mascot from a St. Bernard to a coyote**, an animal many at the time still thought of as a varmint.

The Associated Student Body agreed and we published the proposal in the student paper, held an election and the coyote won by 95% of the vote. The election was later overturned.

**Russell Brandt**

B.A. history 1973; Long Beach, CA

My memories of Cal State ... formulating student government and student activities ... the big barbecue fund raiser for the P.E. Department with Mr. O'Gara ... **the funky dances** that were held in the old cafeteria ... the closeness we had with the faculty and the administrators then ... playing volleyball on an old slab out in the boonies when there was nothing else around but three buildings.

**John Skeete**

B.A. political science 1967; Palo Cedro, CA

A memory I'll always have of CSCSB (the name of the university when we were there) is **how wonderfully small it was** — three buildings that first year and two ping pong tables. I could beat everyone I played at least one time (even a professor!) and in the wind, that was a challenge. You could wait for seconds with the ball poised in the air hovering over the net before you knew it was "yours" to hit. I think I just got lucky since my wins were usually in the wind. The only one I never beat was Don Jeffers (B.A. political science 1968) — so I married him!

**Jane Sill Jeffers**

B.A. English 1969; La Quinta, CA



**EXCEPTIONAL, EXTRAORDINARY** — The CSUSB Alumni Association congratulated its first graduating class of Alumni Scholars at a pre-commencement weekend reception. Jackie Williford (B.S. biology, high honors), Joriz De Guzman (B.S. computer science, honors), Tom Lee (B.S. computer science, high honors), and Tiffany Pointer (B.A. mathematics) were recognized for their academic achievements and service to the association and university. Alumni Scholars awards are made possible through Alumni Association membership contributions and gifts from alumni, friends and organizations. Gifts to the Alumni Association Scholarship Fund may be made online at [www.csusbalumni.com](http://www.csusbalumni.com)





## 1980s

**James D. Daly**, B.A. management 1984, was appointed president and CEO of Focus on the Family, a non-profit organization based in Colorado Springs, Colo., dedicated to discussing family and child rearing issues from biblical perspective.

## 1990s

**Suzanne R. Hawley**, B.A. psychology 1993, M.A. psychology 1995, received the 2005 Executive Vice Chancellor's Diversity Award from the University of Kansas School of Medicine-Wichita (KUSM-W). Hawley has been a member of the KUSM-W faculty since 2003 and serves as the director of the master of public health degree program. She has served as the director of the Kansas Public Health leadership institute since its creation in 2003.

**Catalina Avian**, B.A. Spanish 1994, received the Outstanding Graduate Teaching Assistant Award from the University of Nebraska-Lincoln Office of Graduate Studies. This award recognizes the efforts of teaching undergraduates who have had success in a variety of settings. Catalina is a doctoral candidate in modern languages and literatures. She holds a master's degree in Spanish from the University of Kansas.

**Matt McClain**, B.A. management 1995, is the owner of Next Level Media and has joined Elite Team Realty as a Realtor focusing on homes in the Inland Empire, Orange County and Los Angeles County. Matt can be reached at [matt@nextlvmedia.com](mailto:matt@nextlvmedia.com).

**Chad Porter**, B.S. accounting 1996, was elected president of the Inland Empire Chapter of the California Society of Certified Public Accountants for 2005-06. He also serves as treasurer of the Riverside Salvation Army. Chad

is a shareholder of Smith Marion & Co. in Grand Terrace, specializing in tax preparation to individuals, small businesses and non-

profits, as well as providing accounting and auditing services.

**Judi Wood**, B.A. information management 1996,  $\Phi\K\Phi$  and  $\B\Gamma\S$ , is the business reference librarian at the headquarter branch of the Tulare County Library in Visalia. She is editing transcripts of interviews from Tulare County residents during World War II.

## 2000s

**Matt McKerral**, B.S. finance 2004, winner of the 2004 CSUSB Business Plan Competition, is the owner of Game World in Barstow. He also sits on the board of directors for the university's Inland Empire Center for Entrepreneurship and was a judge for the 2005 CSUSB Business Plan Competition. ▲

## WEDDINGS

**Alma G. Luna**, B.S. economics 2000, and Todd A. Lesko were married Jan. 2 in Riverside. Alma works as a claims adjuster for the State of California Employment Development Department.

**Theresa A. Savage**, B.A. communications 2000,  $K\Delta$ , and **Jared R. Jensen**, B.A. communications 2002, were married May 14 in Corona del Mar. Theresa is employed as an account executive at M2 Marketing in Santa Ana, and Jared is a sales representative for Ferguson Co. in Garden Grove.

**Doug Sarak**, B.S. foods and nutrition 1995, and Sarita Stolz were married July 28 in San Diego. Doug is a substitute teacher on a long-term assignment in the San Diego Unified School District.

**Mandy Jean Wilgers**, B.A. foods and nutrition 2000, married **Robert Christopher Morales**, B.A. management 2000,  $TKE$ , on June 18 in Palm Desert. Mandy is a dental hygienist in Palm Desert, and Robert teaches in the San Bernardino City Unified School District.

## BIRTHS

**Kymerli Allen**, B.S. physical education 1996, and her husband John are proud to announce the birth of their first son

Christopher, born July 22 in Los Angeles.

**Kim Hunsaker**, B.A. English 1997, and husband Johnny announce the birth of their second son Riley Thomas, born Dec. 4, 2004.

**Brent Nord**, B.S. finance 1995, and **Joanna Peukert Nord**, B.A. marketing 1996, announce the birth of their son Ryan, born July 20.

**Marc Spittler**, B.A. history 2000, M.A. social sciences 2004,  $\Sigma N$ , and **Erin Harris Spittler**, B.A. psychology 2002,  $A\Phi$ , welcome their second son Connor Montgomery, born March 23.

**Zachary D. Tucker**, B.A. history 1991,  $\Delta\S\Phi$ , and wife Berangere became the parents of Sophia Elizabeth on June 17.

## Save the date!

The CSUSB Alumni Association  
proudly presents

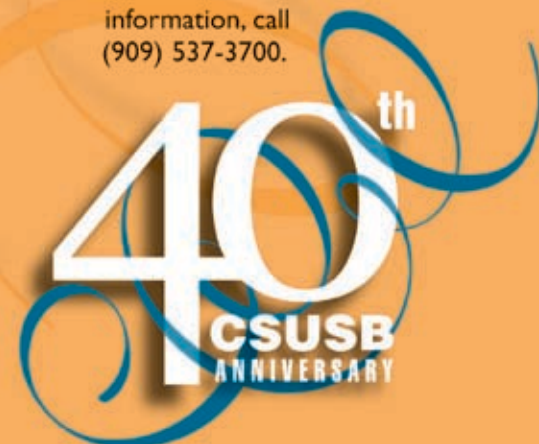
## the 2005 Alumni Awards of Distinction

Saturday, Nov. 5, 2005, at 4 p.m.

Robert V. Fullerton Art Museum  
and Sculpture Garden

Join us in celebrating Cal State San Bernardino's 40th anniversary at this tribute event honoring some of the university's most accomplished alumni, faculty and staff.

For more  
information, call  
(909) 537-3700.





## SEPTEMBER 2005

23

**California Native American Day** features bird singers, brush dancers and concessions. 6-10 p.m., Lower Commons Plaza. Co-sponsored by CSUSB Cross Cultural Center and San Manuel Band of Mission Indians. Free. 537-7204.

28

**Pfau Library 750,000th volume commemoration.** 10:30 a.m., Pfau Library. Reception, exhibit, reminiscences. Free. 537-5102.

## OCTOBER

1

**"Coming Home: Art Alumni Exhibition"** and **"Korean Pottery from the Evans Collection."** Oct. 1-Dec. 10. Also, **"Predynastic Egyptian Art from the Museum Permanent Collection."** Oct. 1, 2005-Feb. 18, 2006. Opening reception for three shows Oct. 1, 3-6 p.m. Robert V. Fullerton Art Museum. Museum hours: Tuesday, Wednesday, Friday and Saturday 10 a.m.-5 p.m., and Thursday 10 a.m.-7 p.m. Free. 537-7373.

5

**First Wednesdays** music season opens. 7:30 p.m., Performing Arts Building Recital Hall. For ticket information, 537-7516.

## NOVEMBER

4

**Coyote Community Night.** Women's volleyball. 7 p.m., Coussoulis Arena. Free. 537-5011.

5

**Alumni Awards of Distinction.** 4 p.m., Robert V. Fullerton Art Museum and Sculpture Garden. 537-3700.

7

**10th Annual Dave Stockton Coyote Golf Classic** fund raising tourney. PGA of Southern California, Beaumont. 537-5049.

11

**"House of Blue Leaves."** Opening play for CSUSB 2005-06 theatre season. Nov. 11, 12, 17, 18, 19 at 8 p.m. and Nov. 13 and 20 at 2 p.m. Ronald E. Barnes Theatre. General admission \$10, Alumni Association members, senior citizens \$8, students \$5. 537-5884.

16

**Third Annual Spirit of the Entrepreneur Awards dinner.** Riverside Convention Center. 537-5708.

**Water Resources Institute Open House.** Commemorates fifth anniversary of CSUSB's first institute. All day. Pfau Library. Speakers, oral histories and tutorials for children and adults. Free. 537-7681.

## JANUARY 2006

7

**Coyote Community Night.** Men's and women's basketball. 5:30 p.m. (women), 7:30 p.m. (men), Coussoulis Arena. Free. 537-5011.

28

**Education Job Fair.** Gathers on campus more than 70 school districts from throughout California seeking candidates for teaching, counseling or administrative positions. Bring resume. 9 a.m.-1 p.m., Coussoulis Arena. Free. 537-5250.

## FEBRUARY

10, 11, 17, 18

**"Ethel on Record,"** starring Val Limar-Jansen. The songs of famous blues singer Ethel Waters. Feb. 10, 11 in Indian Wells Theater at CSUSB's Palm Desert Campus, and Feb. 17, 18 in Recital Hall on main campus. 537-5884.

## APRIL

22

**Twentieth Annual Environmental EXPO.** 9 a.m.-3 p.m., Coussoulis Arena. Magic shows, exhibits, All-Species Parade and more. Free. <http://expo.csusb.edu>. 537-5681.

## MAY

6

**40th Anniversary Black Tie Gala.** Santos Manuel Student Union. 6-9 p.m. 537-3521.

## JUNE

2

**36th Annual Student Exhibition.** June 15-July 31. Opening reception June 15, 4:30-7 p.m. Robert V. Fullerton Art Museum. Museum hours: Tuesday, Wednesday, Friday and Saturday 10 a.m.-5 p.m., and Thursday 10 a.m.-7 p.m. Free. 537-7373.

Many of the events listed in this calendar are the highlights during Cal State San Bernardino's 40th anniversary year. For more information on theatre, music and art shows, call the department phone numbers included with the listing for their opening events. All numbers are in the 909 area code. It may be best to confirm an event at the number listed.

Share and enjoy with us our 40th birthday.

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San Bernardino, CA 92407-2397

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